



- *Welcome and thank you for attending.
The live presentation will start promptly at 7PM.
Please note this presentation is being recorded.*
- *During the presentation, please type questions into the Q&A box.
Question will be answered during the Q&A segment.
Feel free to sign in by entering your name in the Q&A box when joining.*
- *If you are listening on a phone, you will be muted on entry and instructions will be provided on how to unmute and participate.*

Agenda

- **Introductions**
- **Project Schedule**
- **Scope of Work / Goals**
- **Review Previous Meetings**
 - **Public Meeting 1 – February 25th 2020**
- **Public Opinion Survey Update**
- **Existing Conditions & Preliminary Concepts**
- **Discussion**
- **Next Steps**



Introduction

- **Simone Collins Landscape Architecture**

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- **4Ward Planning**

- 267.480.7133
- Todd Poole
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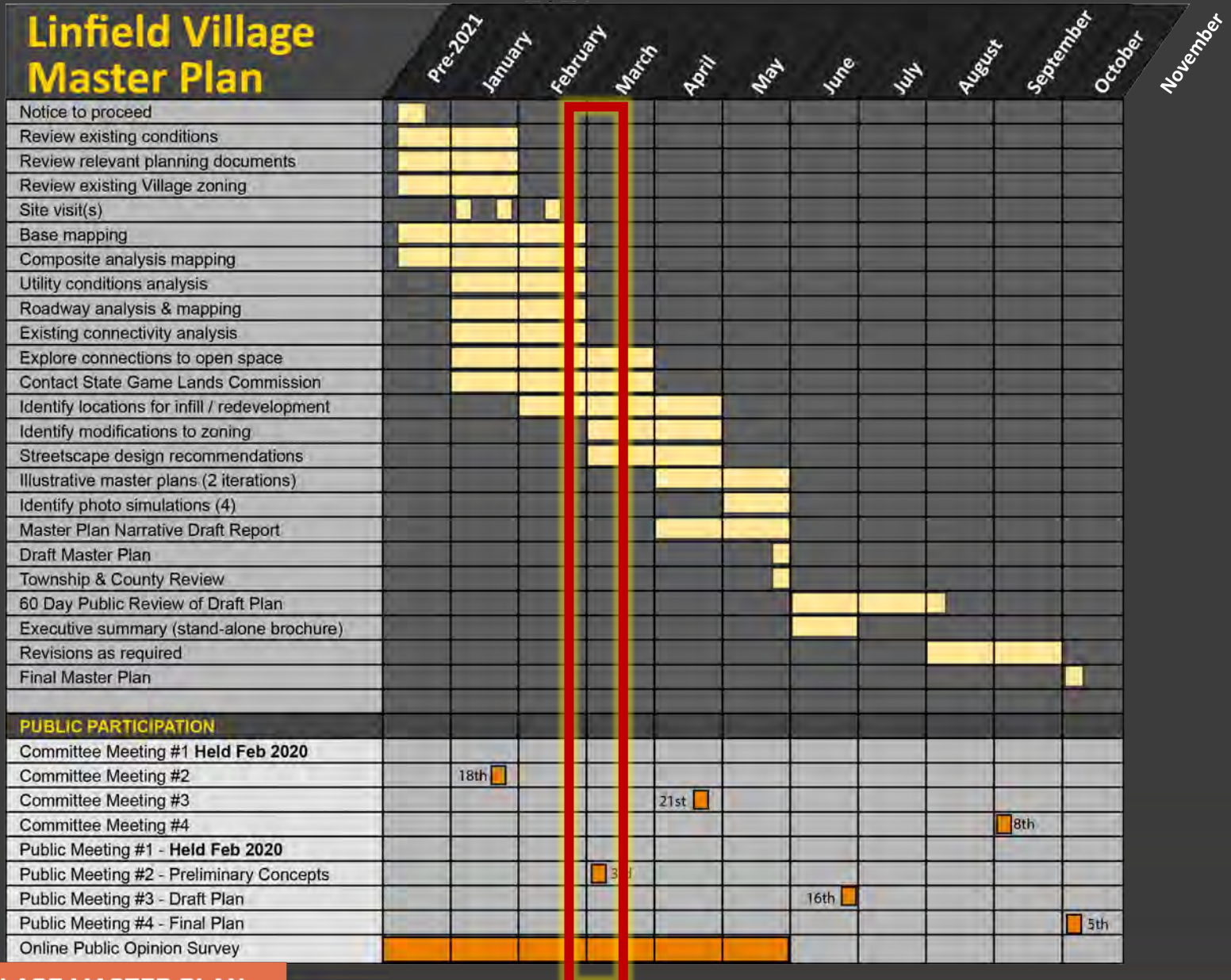


Thank you Linfield Village Master Plan Committee

- William DeGideo
- D. Elaine DeWan
- Thomas DiBello
- Linda Irwin
- Patricia Kaufman
- Robert Kleckner
- Michael McCloskey(BOS Liaison)
- Kevin Rafuse
- Jody Roberto
- Dennis Rumler
- Alexandria Sasek
- Margie Schweitzer



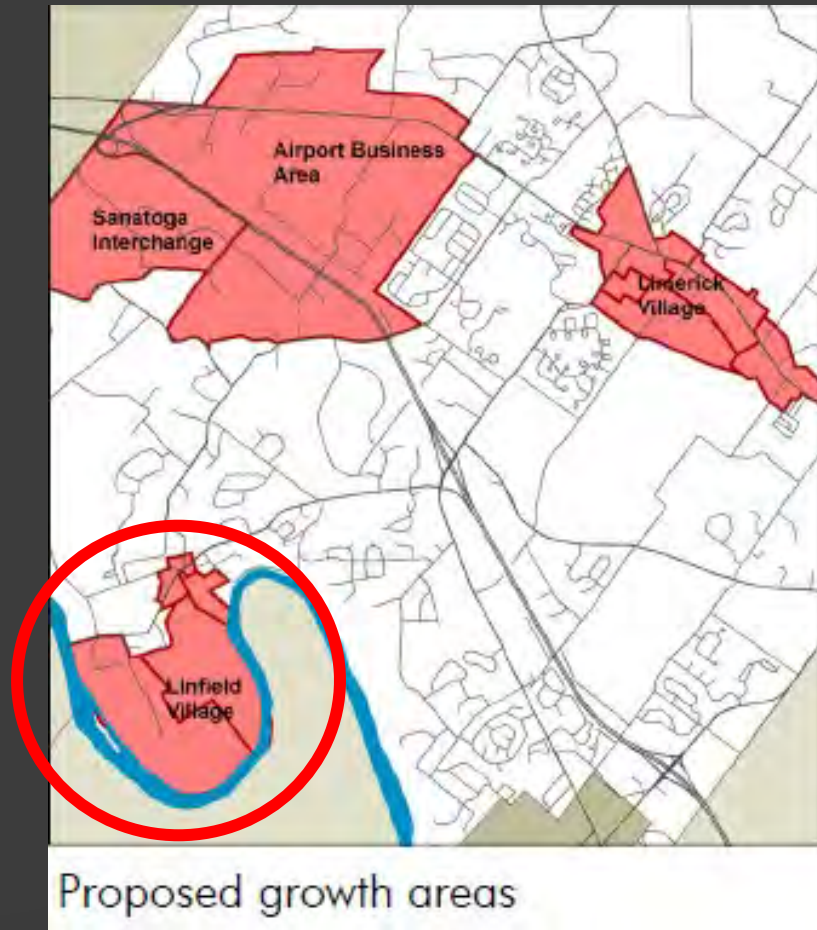
Project Schedule



Project Schedule

	Meeting Title	Meeting Date	Occurrence	Meeting Time
2021	Committee Meeting #2	Wednesday, January 20	3rd Wed	7PM-9PM
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	Web Based Survey - administer	Through June 1		online
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Project Area



2009 Limerick Township Comprehensive Plan noted Linfield Village as 1 of 4 suggested growth areas for directing economic development and for future planning

Questions to Consider

- What is the future of Linfield Village?
- What are the future options for the Publicer site?
- How do we increase property values in Linfield Village?
- What is the best use of the State Game Lands?
- How do we preserve and enhance the historic architecture in Linfield Village?
- How do we encourage walk-to businesses and restaurants?
- How do we plan for increased traffic?
- How can public water be provided to more residents?
- What are economically feasible development scenarios?



Master Plan Goals

- Support Local Planning that will lead to Redevelopment
- Improve Quality of Life to Keep & Attract Residents and Businesses
- Enhance Transportation Infrastructure
- Enhance Other Infrastructure (Water, Sewer, other)
- Mitigate Congestion by Promoting Alternate Modes & Mixed Use
- Recommend Viable, Sustainable Redevelopment / Development Concepts that Support the Goals of the Comprehensive Plan



Scope of Work

- Review Existing Plans, Studies, Regulations
- Site Reconnaissance
- Analysis of Existing Conditions and Mapping
- Market Study / Market Gap Analysis
- Proposed Uses and Potential Zoning Changes
- Options for State Game Land
- Utilities and Roadway / Traffic Conditions
- Master Plan Recommendations
- Photo-Simulations / Perspective Drawings
- Draft and Final Report Narrative
- Public Participation
 - Study Committee Meetings (4)
 - Public Meetings (4)
 - Web-based Public Opinion Survey





**Committee Meeting #1 –
February 12, 2020**
10 Attendees



**Public Meeting 1 –
February 25, 2020**
27 Attendees



Committee Meeting #2 – January 20, 2021 18 Attendees

Committee Meeting 1 & Public Meeting 1 Brainstorming

GOALS

FACTS

CONCEPTS

PARTNERS

Committee Meeting 1:

- Improve quality of life
- Address access to Linfield Village
- Build identity for Linfield

Public Meeting 1:

- Improve Quality of Life
- Address Access
- Develop a Master Plan

Committee Meeting 1 & Public Meeting 1 Brainstorming

GOALS

FACTS

CONCEPTS

PARTNERS

Committee Meeting 1:

- No public water utilities in Village
- High Publicker building demolition cost
- Poor / limited roadway access
- Trinley Mill Road is a scenic river route
- Publicker is a 'blank slate' – 190+/- acres
- Close to Rt. 422
- Historic Structures
- Great location near / along river
- Traffic a challenge for first responders
- Parking as a limiting factor

Public Meeting 1:

- Game Lands
- Historic Structures
- Close to 422
- Local/County Zoning
- Chester County Traffic
- Lots of Through Traffic

Committee Meeting 1 & Public Meeting 1 Brainstorming

GOALS

FACTS

CONCEPTS

PARTNERS

Committee Meeting 1:

- More housing opportunities for renters
- Commercial uses in Publiker
- Maker / Incubator space
- Expand village commercial zoning
- Amphitheater / concert space
- Safer routes for pedestrians and cyclists
- Publiker development
- Shuttle service
- Roadway loop from Main Street to Sacco Road
- Connect all Linfield parks and open space
- Attract unique entrepreneurs

Public Meeting 1:

- Publiker Development
- Popular Retail/Restaurants
- Incubator Space
- Space for Kids
- Fresh Water Supply
- Entertainment areas
- Connect to the Land
- Safe Passage to the SRT
- Private Land Ownership
- Access Into/From Linfield

Committee Meeting 1 & Public Meeting 1 Brainstorming

GOALS

FACTS

CONCEPTS

PARTNERS

Committee Meeting 1:

- Improve golf course for additional events
- Additional property for the toll house
- Disk golf at golf course or other public parks
- Murals on Publiker building walls
- Hockey arena
- Minor league ballpark
- Salvage historic artifacts
- Attract breweries
- Swap state game land locations (Publiker site)
- Sidewalks on Main Street
- College campus
- Public water utilities

Public Meeting 1:

- Sidewalk on one side of Main Street
- Off-Street Parking (Behind Buildings)
- Tiny Home Community
- Amphitheater
- Impacts on Schools
- Royersford Multi-Use Concept
- Extending Longview Rd (to 422)

Committee Meeting 1 & Public Meeting 1 Brainstorming

GOALS

FACTS

CONCEPTS

PARTNERS

Committee Meeting 1:

- Developers
- Montgomery County
- PA American Water
- GVFTMA (Greater Valley Forge Transportation)
- State Game Commission

Public Meeting 1:

- Developers
- Montgomery County
- Local Businesses

Public Opinion Survey Update



LINFIELD VILLAGE MASTER PLAN

Public Opinion Survey:

www.surveymonkey.com/r/linfieldvillage



- **456 responses
as of March 1,
2021**

Linfield Village Master Plan

General Demographics

1. What is your age?

☐ Under 18 years old

☐ 18-24

☐ 25-44

☐ 45-64

☐ 65+ years old

2. In what area do you live?

☐ Linfield Village, Limerick Township

☐ Elsewhere in Limerick Township

☐ Lower Pottsgrove Township

☐ Pottstown Borough

☐ New Hanover Township

☐ Upper Frederick Township

☐ Lower Frederick Township

☐ Berks Township

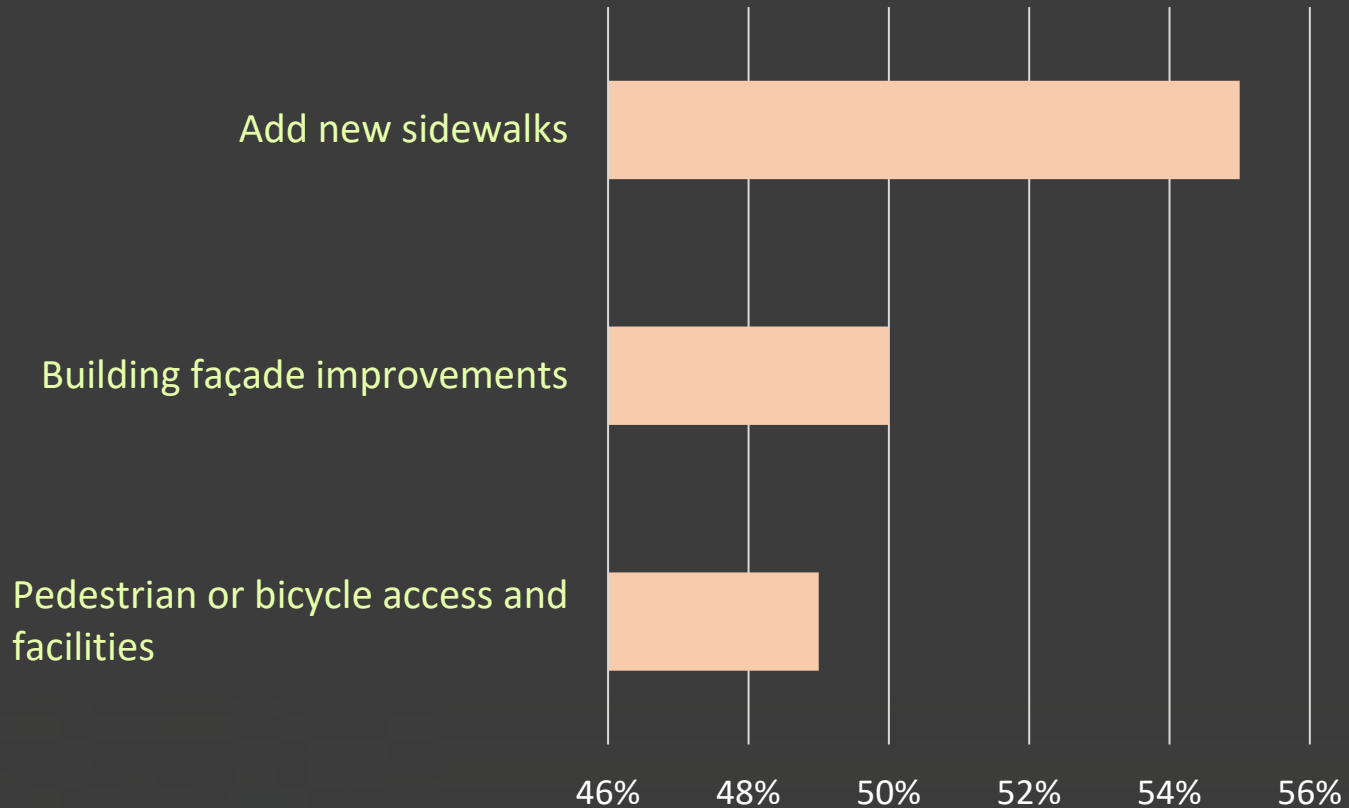
☐ Berks Township

Public Opinion Survey – Key Findings

- **40%** of respondents live in Linfield Village (44% live elsewhere in Limerick Township)
- **48%** are between the ages of 45-64; 31% are between 25-44
- **34%** have lived at their current address for 11-20 years; 31% have lived at their current address for 21 or more years
- **34%** live in 2 person households; 25% live in 4 person households
- **46%** drive through Linfield Village daily; 32% drive through the Village weekly
- **96%** walk to work/school, to run errands or for recreation on a daily basis
- **48%** view the potential for new development/redevelopment at the Publicker site *very favorably*
- **65%** think that green spaces/recreational opportunities are *very important* issues facing Linfield Village today; 55% think the clean-up and redevelopment of the Publicker site is very important

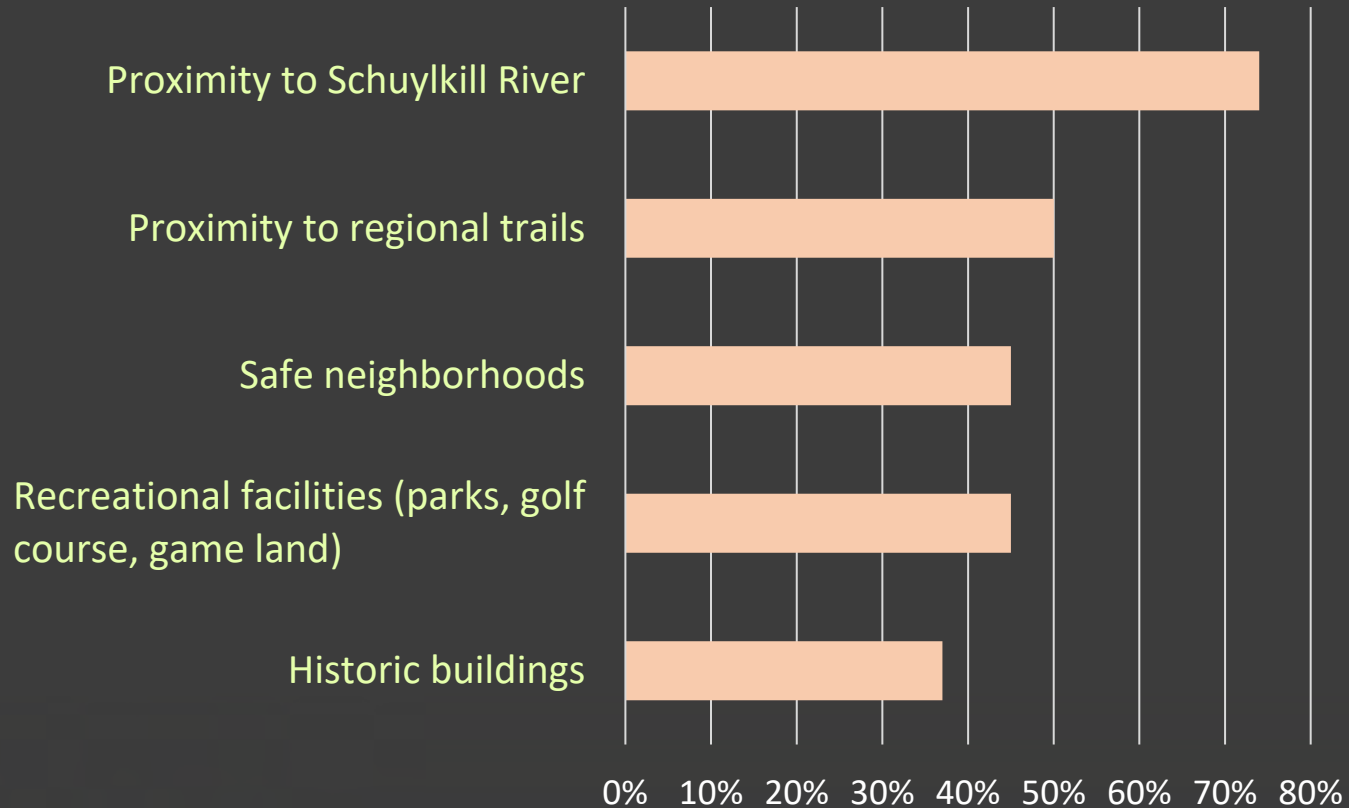
Public Opinion Survey – Key Findings

Q11: What are the three (3) most important elements to make Linfield Village more inviting?



Public Opinion Survey – Key Findings

Q13: What are the most prominent features or characteristics of Linfield Village that make it different and / or more attractive from the rest of the surrounding area?



Public Opinion Survey – Key Findings

Q22: New development/redevelopment in Linfield Village will create the need for improvements to local roads. Which local roads are most in need of improvements?

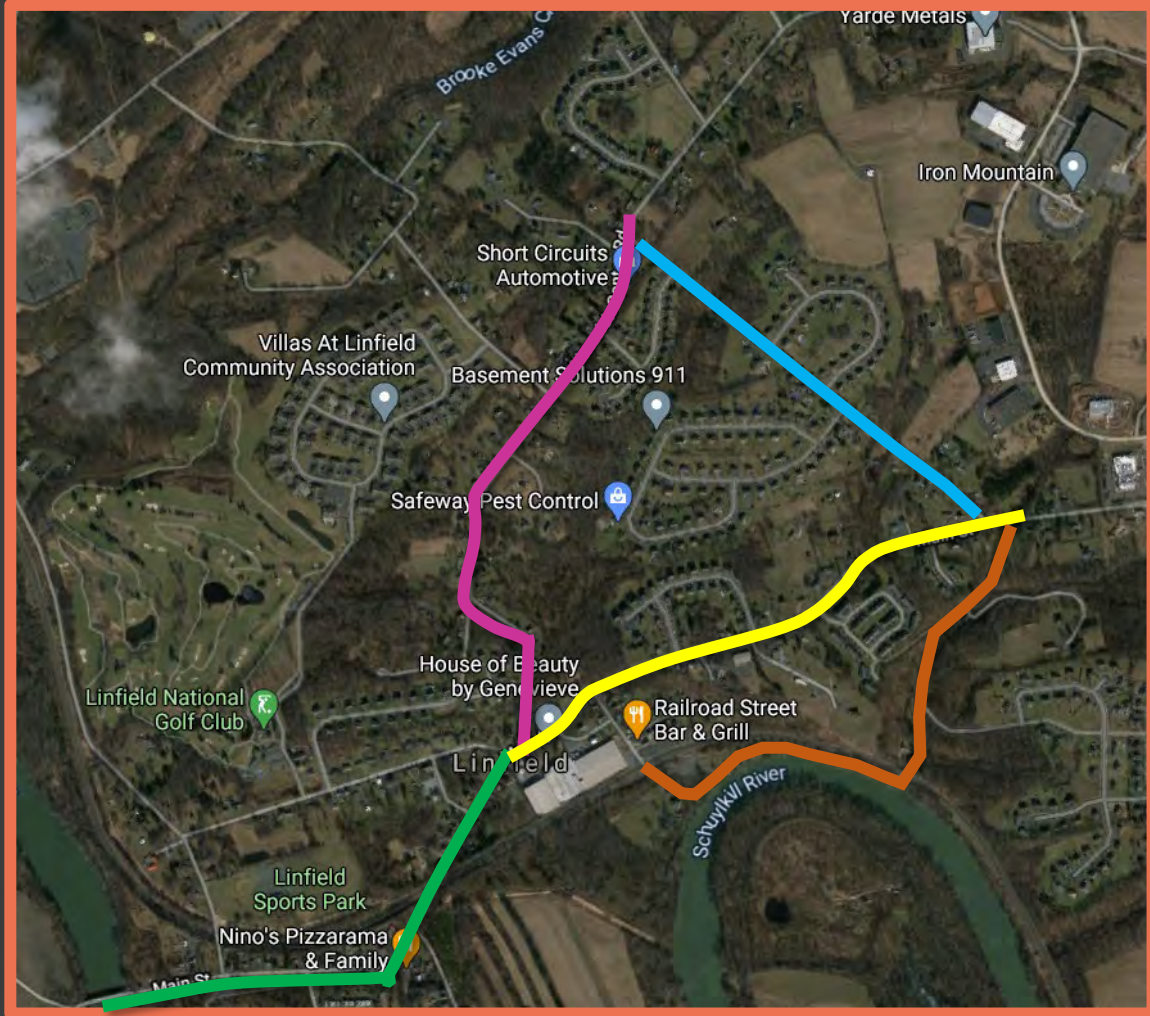
(Please rank your top 5 from the options below)

- *Main St. between Linfield Bridge and Church Rd.*
- *Main St. between Church Rd. and Trinley Mill Rd.*
- *Longview Rd. between Main St. and the Power Plant*
- *Longview Rd. between the Power Plant and Sanatoga Rd.*
- *Church Rd.*
- *Limerick Center Rd.*
- *Keen Rd.*
- *Brownback Rd.*
- *Ferndale Ln.*
- *Trinley Mill Rd.*
- *Boraten Rd.*

Q22: New development/redevelopment in Linfield Village will create the need for improvements to local roads. Which local roads are most in need of improvements?

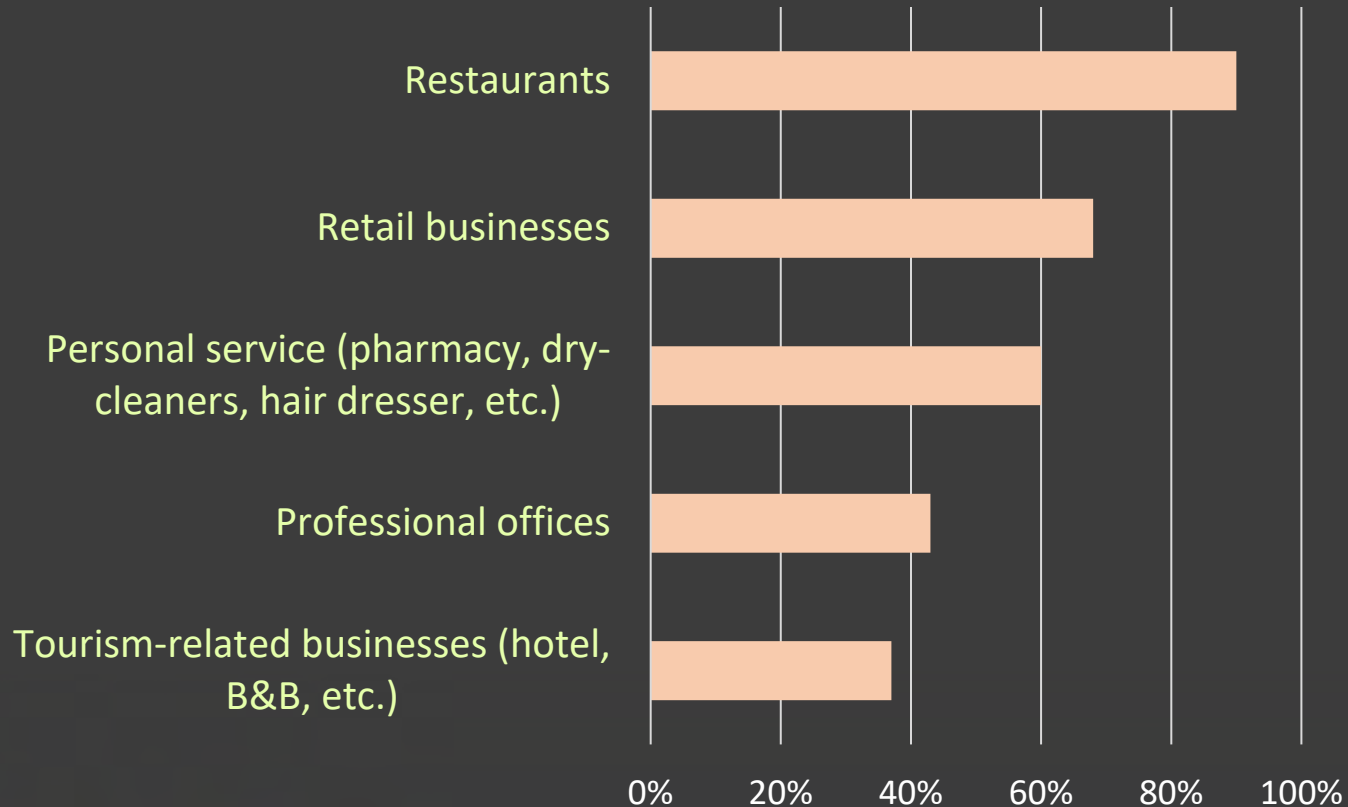
Results:

- 1. Main St. between Linfield Bridge and Church Rd.**
- 2. Limerick Center Rd.**
- 3. Main St. between Church Rd. and Trinley Mill Rd.**
- 4. Trinley Mill Rd.**
- 5. Ferndale Ln.**



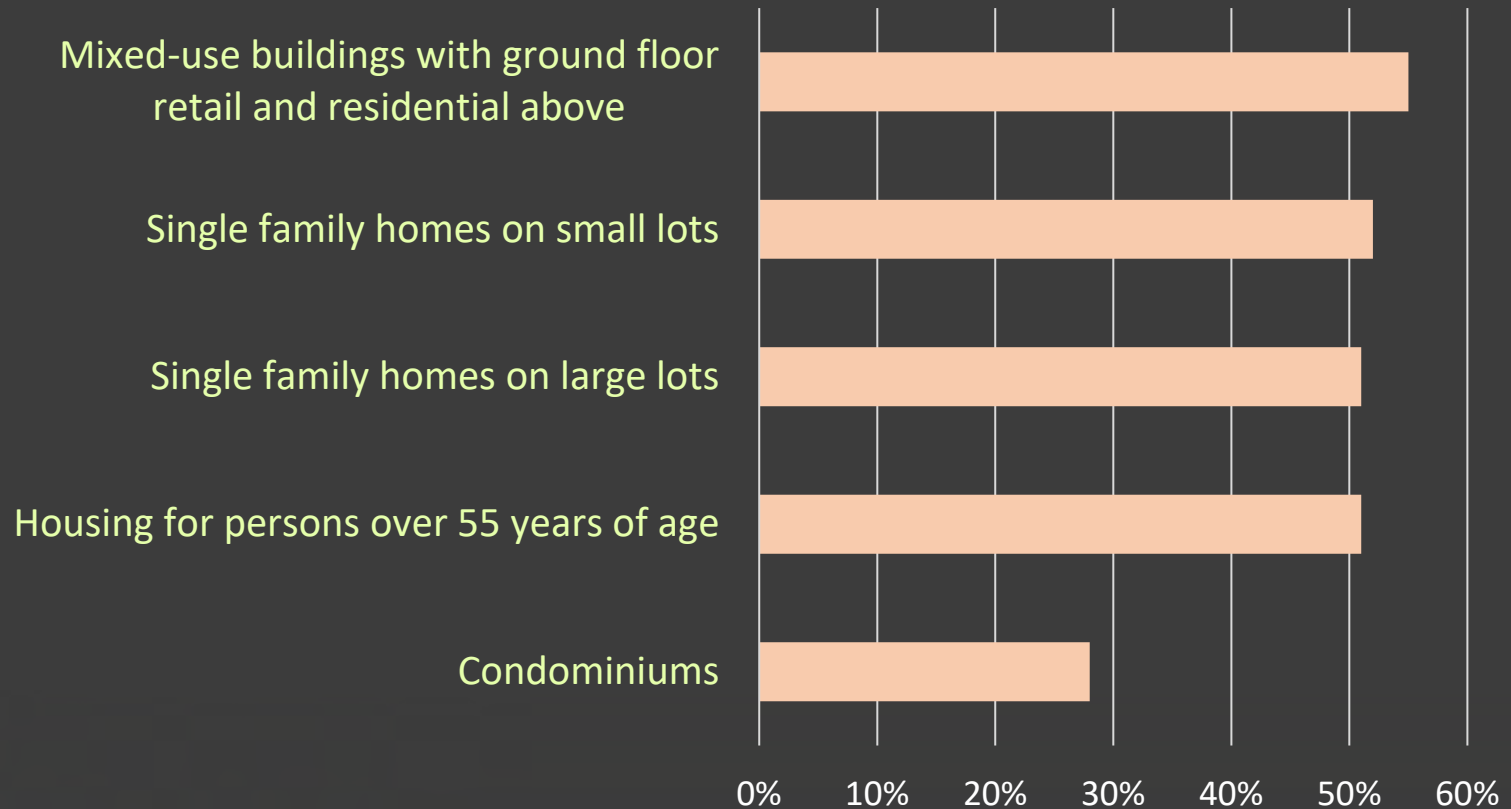
Public Opinion Survey – Key Findings

Q23: Which of the following commercial enterprises would you like to see more of in Linfield Village?



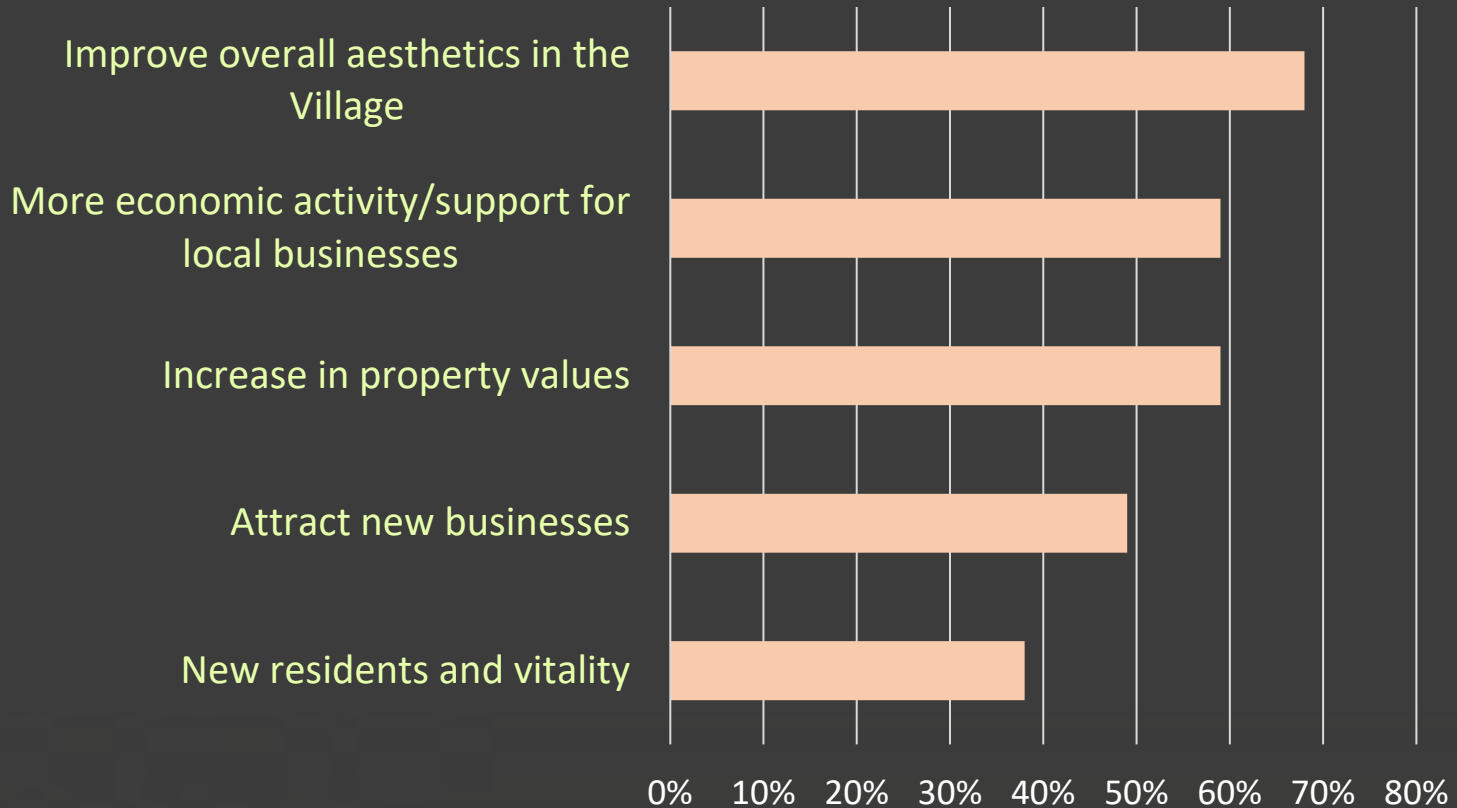
Public Opinion Survey – Key Findings

Q24: Which of the following types of housing would you like to see in Linfield Village?



Public Opinion Survey – Key Findings

Q25: What do you think are the major benefits to new development/redevelopment in Linfield Village?



Existing Conditions



Historic Aerials

1937

- Farmland
- Orchards
- Defined Village Center

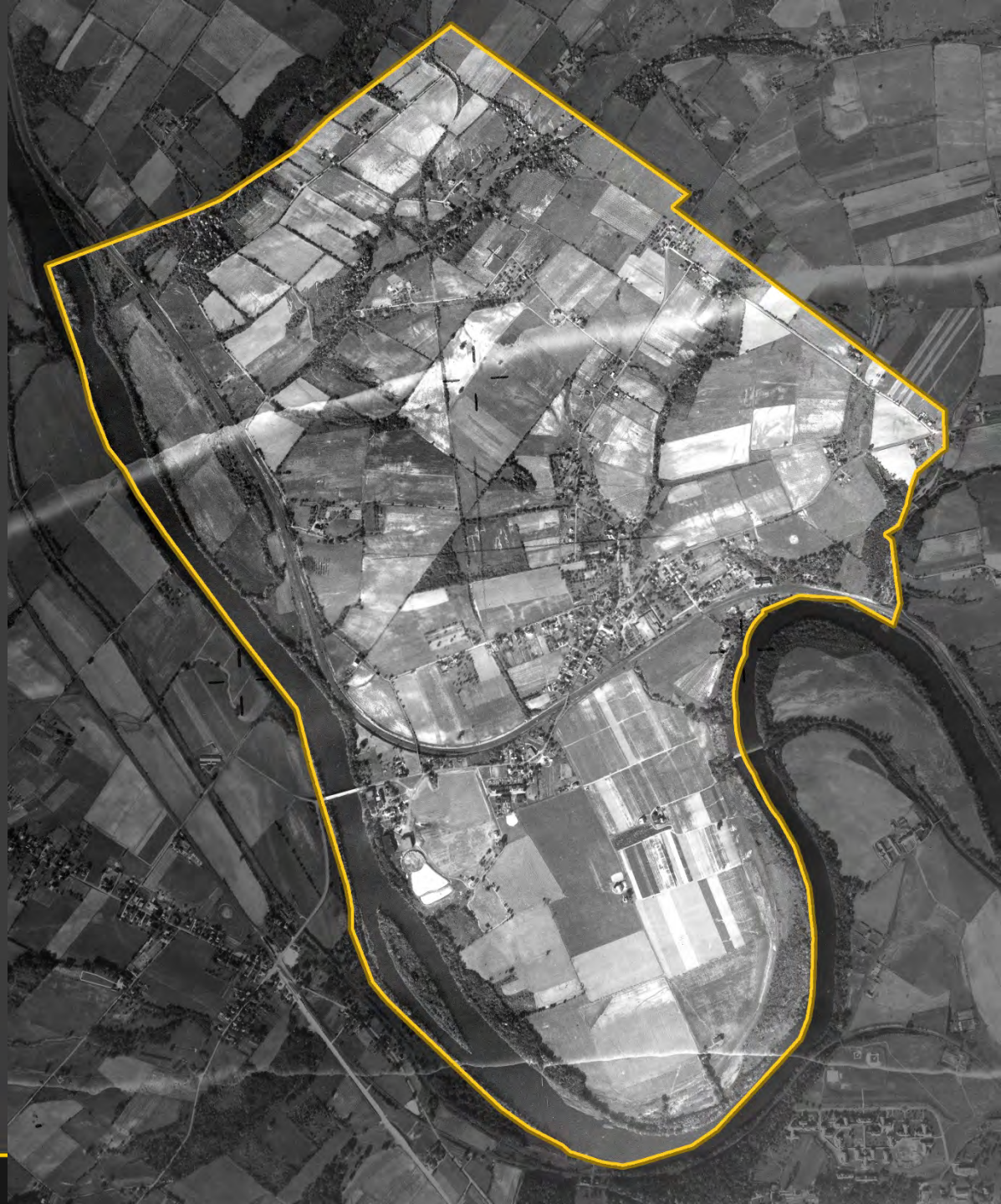
Linfield lies across the Schuylkill River from the Parker Ford National Historic District. Parker Ford is the site of a September 1777 crossing by George Washington and the continental army.



Historic Aerials

1942

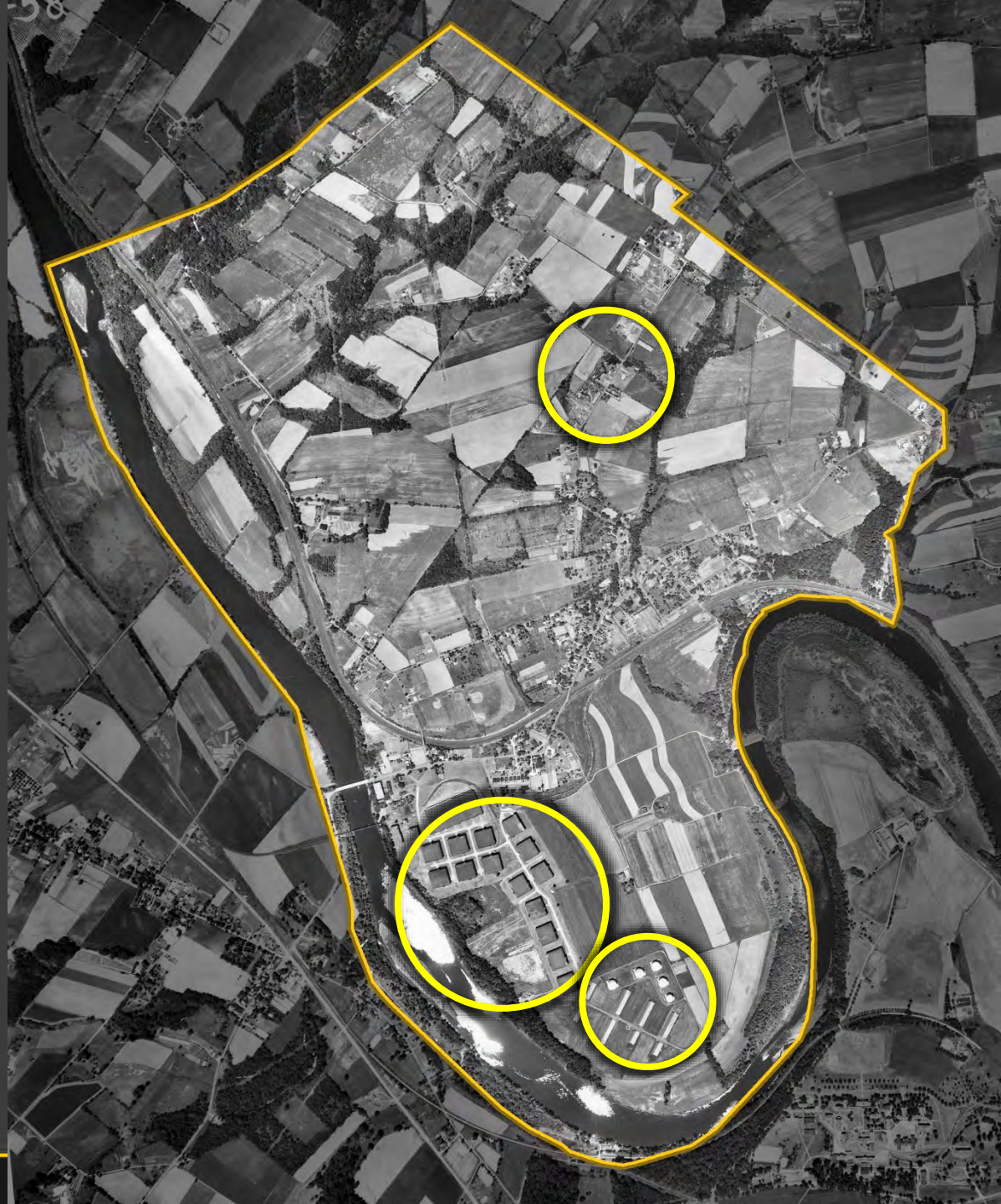
- Farmland
- Orchards
- Defined Village Center



Historic Aerials

1958

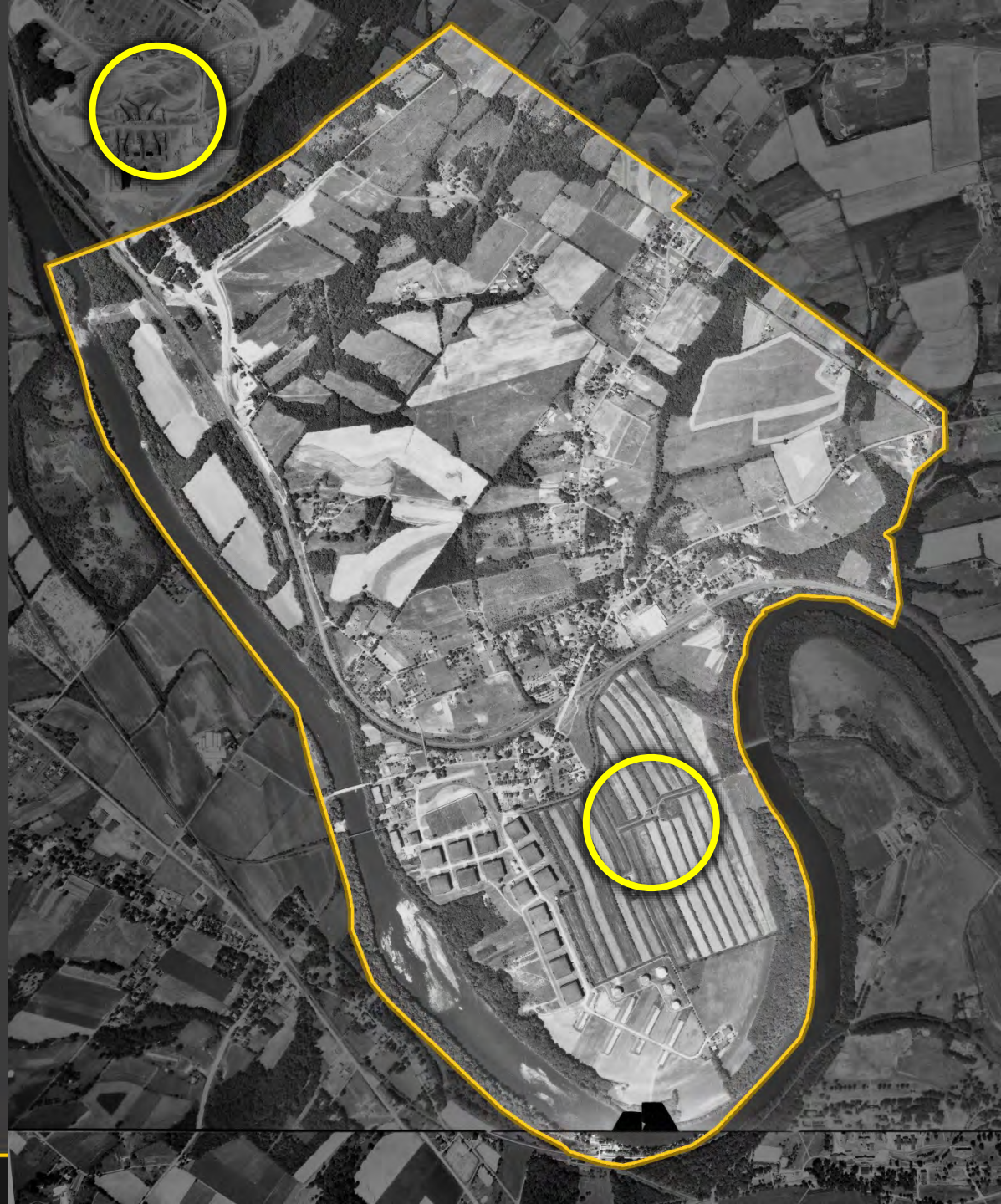
- Publicer Warehouses & Facilities Constructed
- Residential growth along Limerick Center Road



Historic Aerials

1971

- Limerick Generating Station Under Construction
- Hedgerows formed in State Game Land



Historic Aerials

1985

- Limerick Generating Station
- Bengal Paper Industrial Facility



Historic Aerials

2002

- Golf Course Constructed
- Residential Subdivisions:
 - Linfield Farms & Linfield Knoll



Historic Aerials

2010

- Golf Course Constructed
- Residential Subdivisions:
 - Villas at Linfield
 - Summerdale Estates



Historic Aerials

2019



Historic Architecture

Human Scale

- Charming / Historic
- Old, tight street patterns
- Level areas developed first
- Was an industrial Village



Circulation Challenging

- Few Sidewalks / No Trails
- Nowhere to safely walk
- Tight for vehicles
- Times of congestion
- Paper Mill Operations adds Special Challenges
- Ex. bridges & roads act as “valves”
- Lots of pass-thru traffic



Recent Redevelopment

- Suburban Style Residential
- Residential infill
- Limited commercial / service
- Constrained by circulation – new development will need new local roads
- Major new development will need "area-wide" road improvements to accommodate increased traffic.



Lots of Open Space

- State Game Lands
- Limerick National Golf Course
- Trinley Park
- Limerick Sports Park
- Toll House Property
- Dinnocenti Park
- Schuylkill River Park
- However, No Major Riverfront Park. River access for Limerick Residents is VERY limited, especially given long Limerick riverfront.



Publicker Site

- 190-acre blighted site
- “READY” for redevelopment for the last 20 years.
- Blighted property will continue to negatively impact area until redeveloped.
- Attractive Nuisance – almost impossible to make secure.
- Many Urban Archeologists and vandals risk injury and death to explore ruins.
- LAST and BEST chance for the Township to have a substantial riverfront park



Publicker Site

- High “Penalty Costs” for Redevelopment
- Purchase \$15M
- Demolition - \$14M
- Utilities - \$2.5M?
- Off Site Roadway Costs (later)

Note: Purchase, demolition and other associated costs listed above are only estimates at this time.



State Game Lands

- Popular for nearby Philadelphia region hunters
- Game Commission mission clear – use not likely to change in near future
- Ultimate disposition as permanently preserved open space almost totally dependent on what happens or does not happen on Publicker site.



Market Study



Linfield Village Master Plan MARKET STUDY

Limerick Township, PA

December 10, 2020



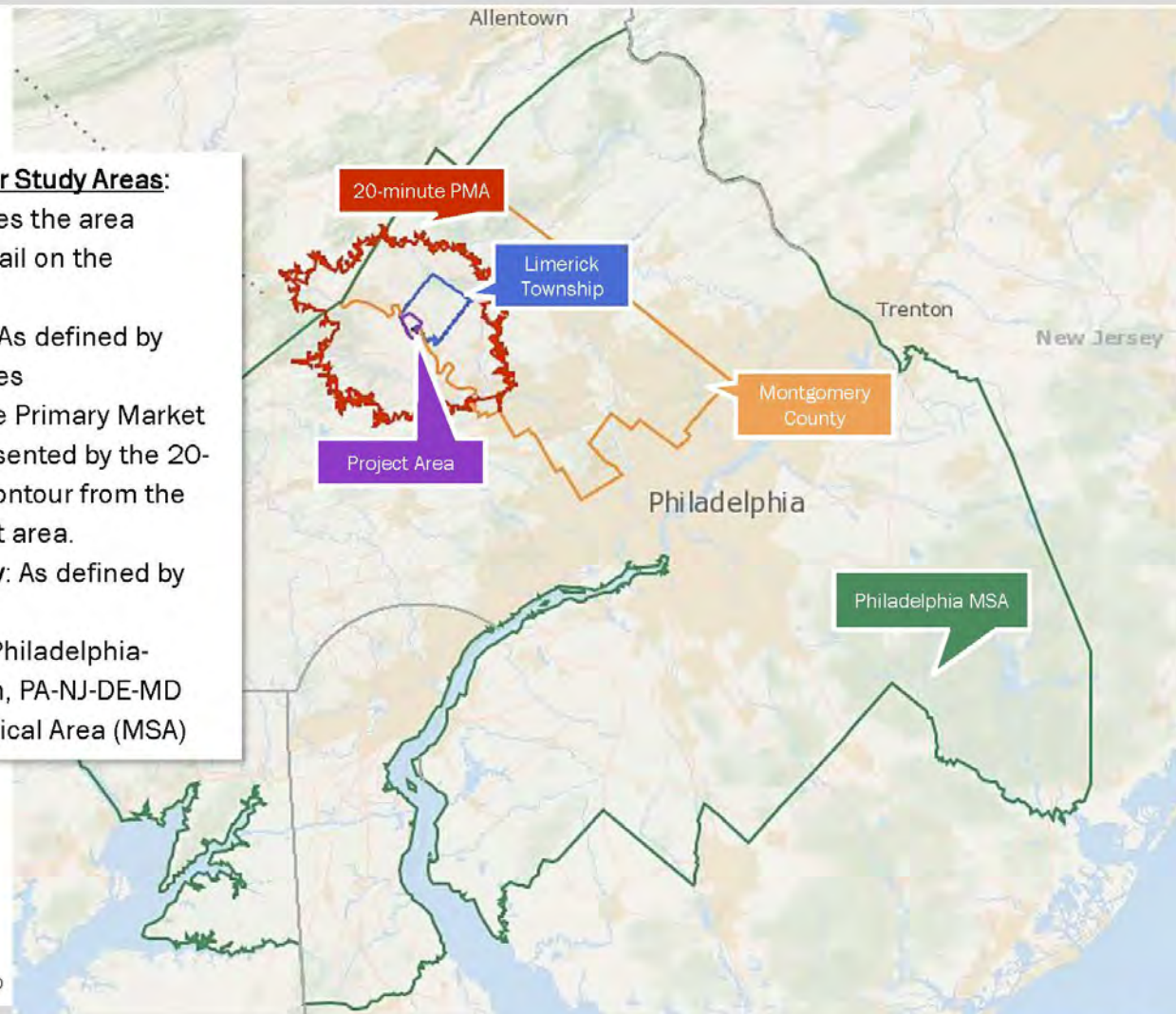
ECONOMIC AND REAL ESTATE ANALYSIS FOR SUSTAINABLE LAND USE OUTCOMES™

Market Study

Study Areas

Socio-Economic & Labor Study Areas:

- **Project Area:** Includes the area defined in more detail on the following page
- **Limerick Township:** As defined by municipal boundaries
- **20-Minute PMA:** The Primary Market Area (PMA) is represented by the 20-minute drive-time contour from the center of the project area.
- **Montgomery County:** As defined by county boundaries
- **Philadelphia MSA:** Philadelphia-Camden-Wilmington, PA-NJ-DE-MD Metropolitan Statistical Area (MSA)



Source: Esri; 4ward Planning Inc., 2020

4WARD PLANNING INC.

Page 5

Market Study - Key Findings

Multi-Family Residential

PMA could support approx. 2,450 DUs by 2024. Linfield Village might capture between 240 and 490 of these units

Senior Housing Demand

21% of DUs built in County over last 20 years

Currently, may be an oversupply of Senior Housing

Office Demand

Current demand in PMA can be met by existing inventory of office space. COVID Pandemic has reduced this demand

Market Study - Key Findings

Major Retail

646,000 SF available in PMA for lease (Feb 2020). COVID Pandemic has further reduced this demand. Linfield not well located for major retail.

Entertainment

Village and Publicker has unique character for one-of-a kind businesses. Possible popular setting for pop-up events and festivals.

Market Study - Key Findings

Light Industrial

810,000 SF available (Feb 2020) in PMA. Constrained Arterial Road Access in Linfield not conducive to LI

Potential “Maker Space”

Small scale – artisanal manufacturing could work very well in existing structures Linfield and in the smaller structures on the Publicker site.

Market Study - Overall Conclusions

- **Residential Development most feasible redevelopment use along with limited service / eatery / commercial / artisan space.**
- **Low to medium residential infill development will continue in Village**
- **Paper Mill likely to remain until nearby development (Publicker) becomes catalyst for increased value for other (residential / village commercial) uses.**
- **Publicker redevelopment “penalty” costs demand significant scale of redevelopment with accompanying traffic impacts**
- **Residential DU absorption rate likely to take a decade or more for full build-out**

Publicker Site - Redevelopment Examples

Creamery

Kennett Square



Preliminary Concepts

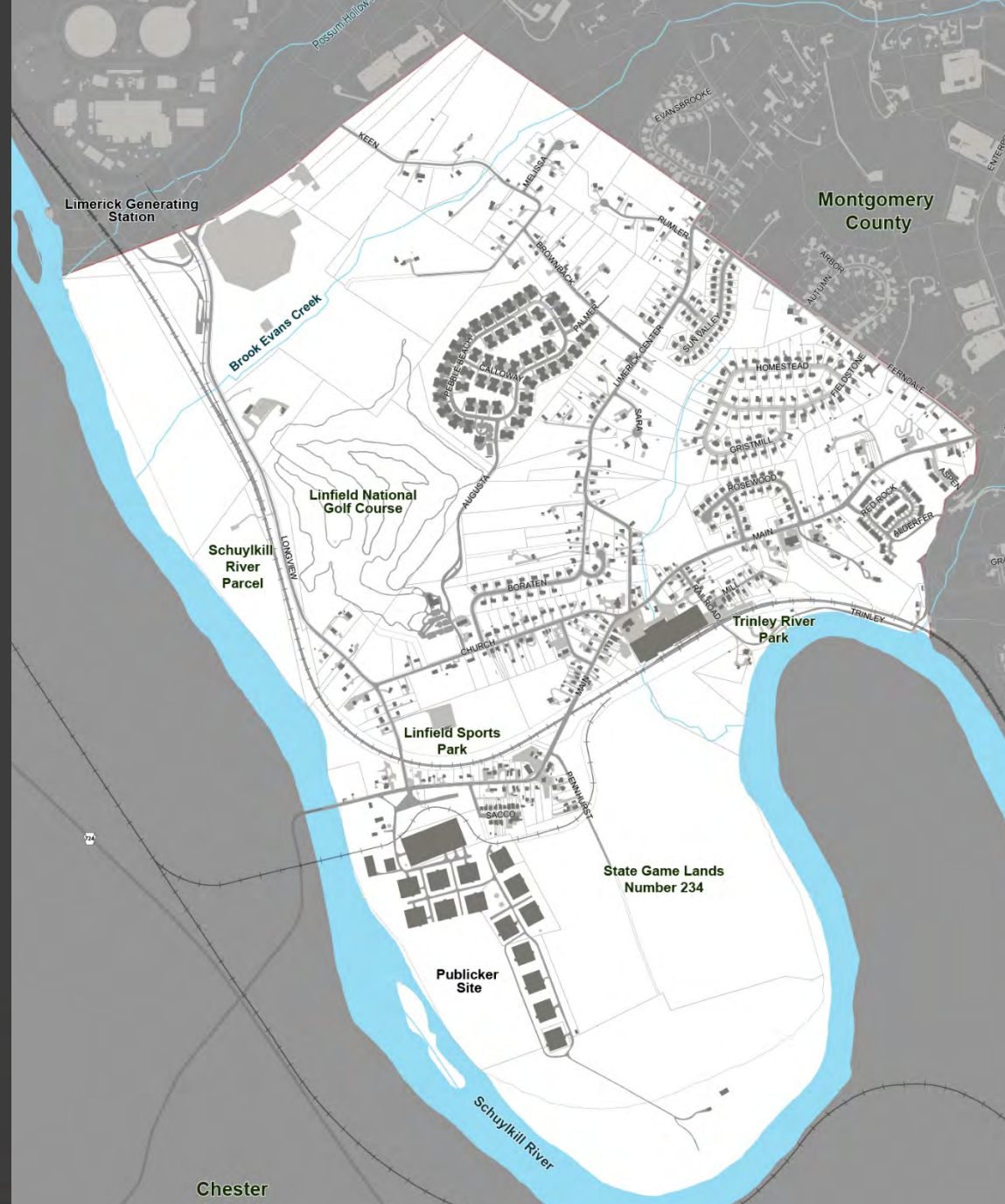


LINFIELD VILLAGE MASTER PLAN

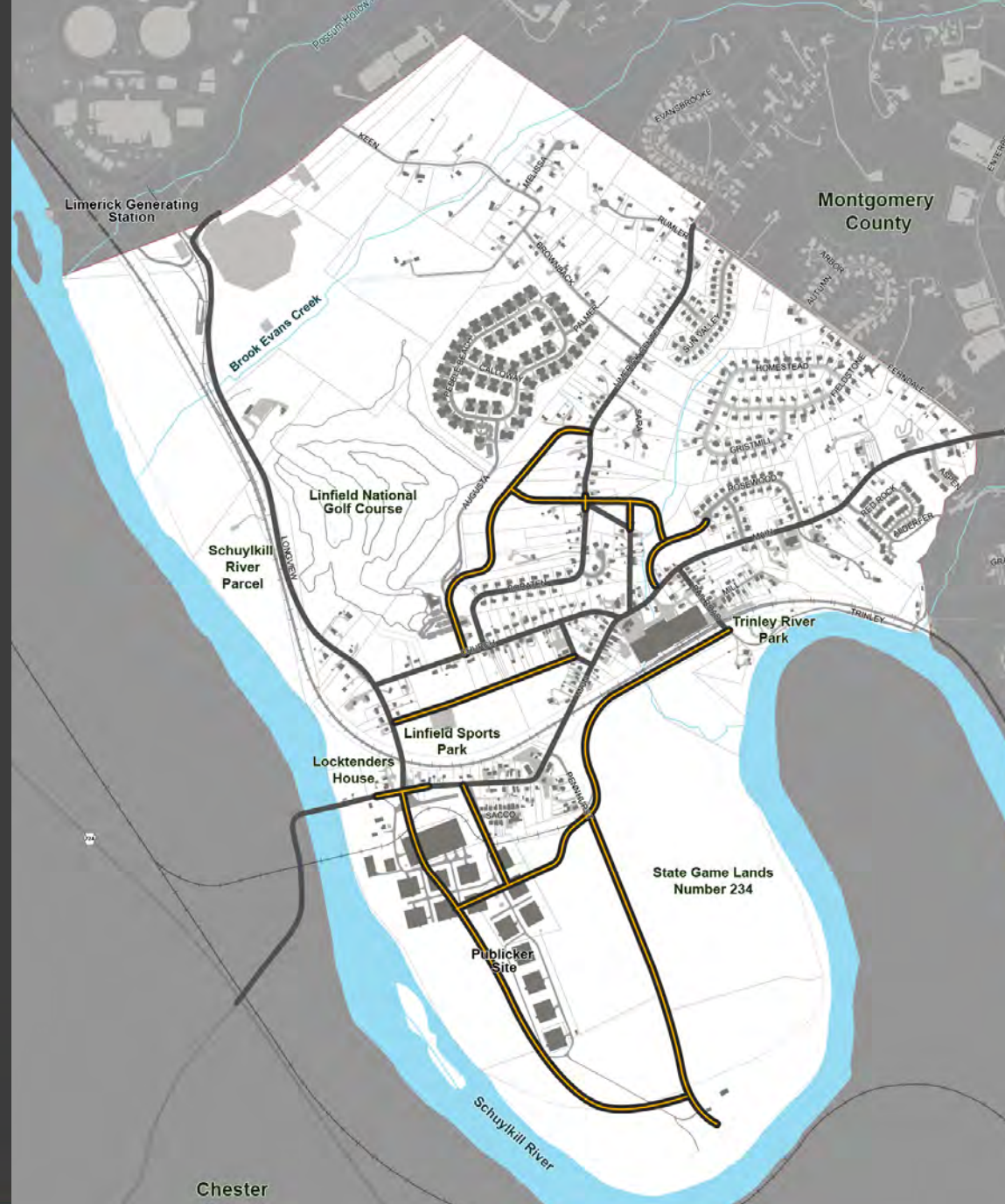
Project Aerial



Built Environment Buildings and Existing Roadways



Proposed Roadways



Area Roadway Improvement Cost Estimates

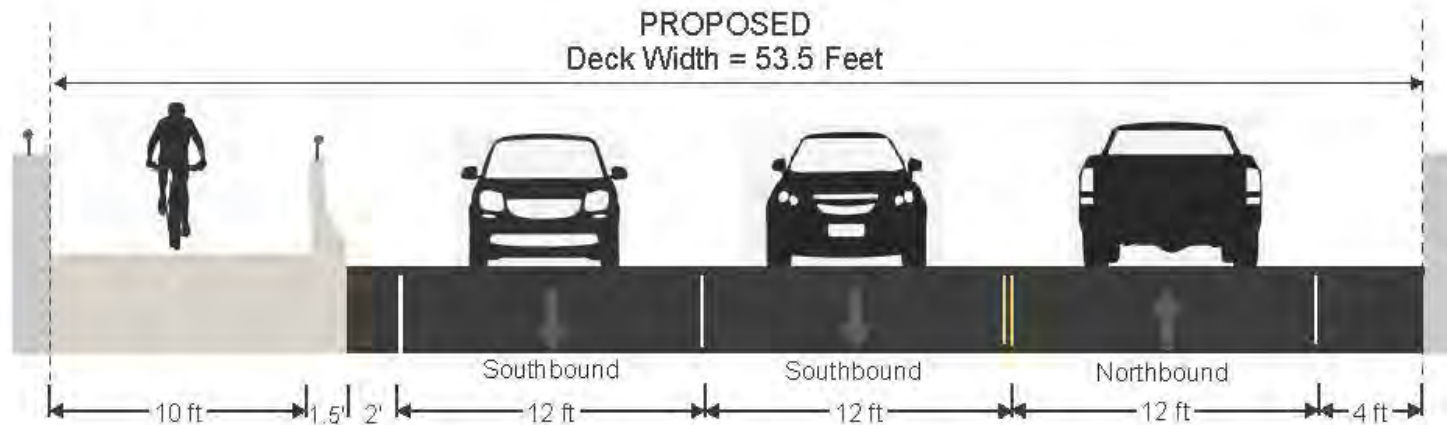
Frontage/Access improvements along the frontage of the Publicker Property/Linfield Road/Main Street. **\$2 Million**

Longview Road - approximately 2 miles of upgrades which would include a new bridge over the Norfolk Southern Railroad line. Make this the primary access to Rt. 422. **\$5 Million to \$7 Million**

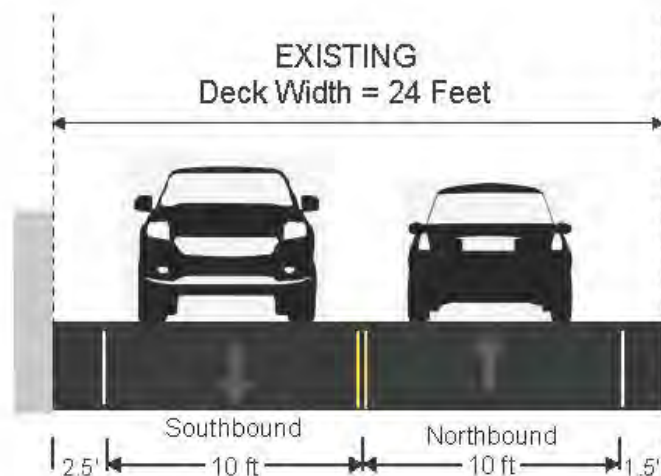
It is assumed that three (3) new traffic signals would be needed within close proximity of the Village. **\$1 million.**

Sanatoga/Possum Hollow Road - Improvements to Sanatoga Road, between Longview Road and Possum Hollow Rd, and along Possum Hollow Road, between Sanatoga Road and Lightcap Road. **\$2 Million**

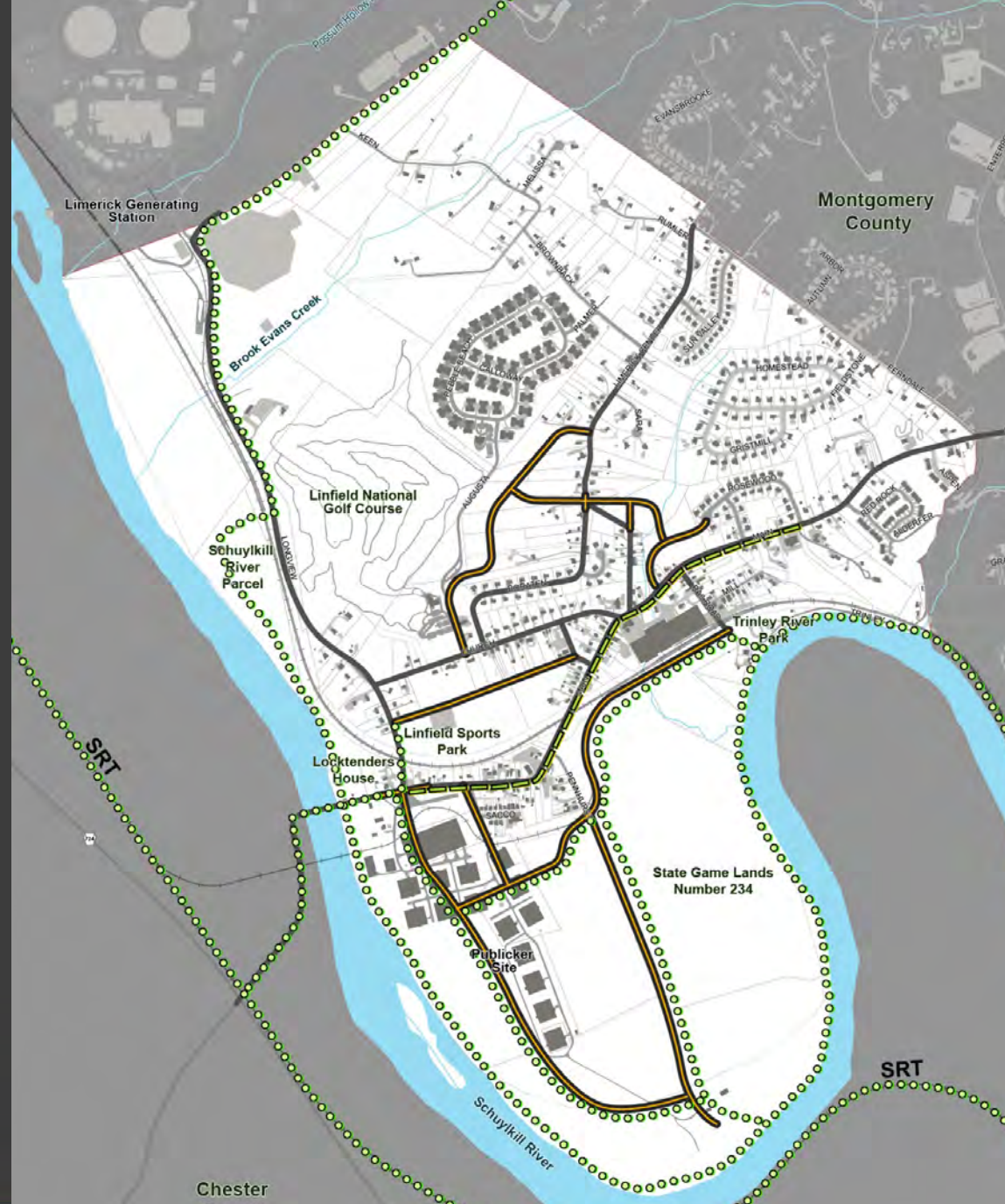
Area Roadway Improvements



Longview Road Bridge Improvements



Proposed Trails & Main St. Sidewalk (with Proposed Roadways)



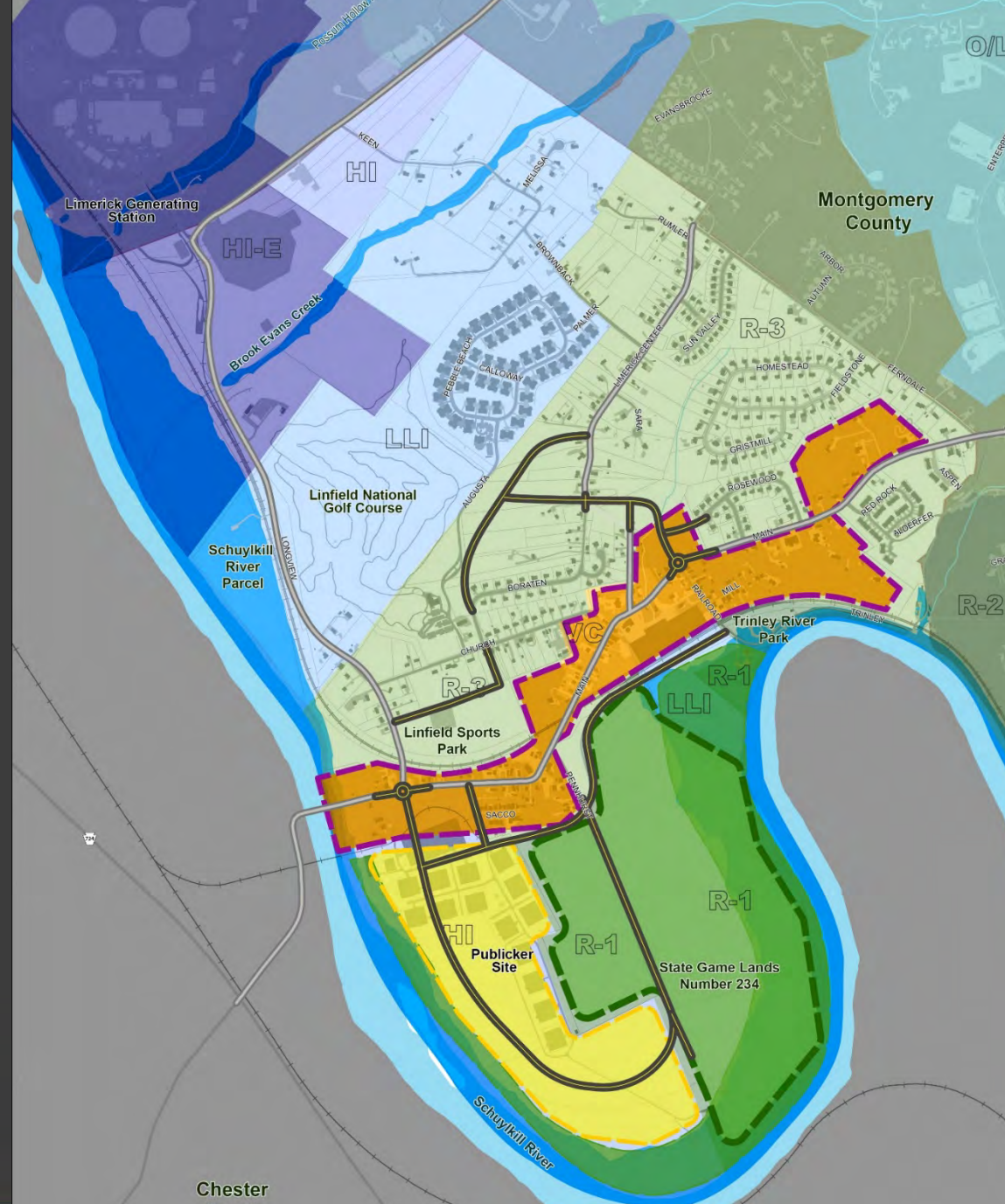
Existing Open Space



Proposed Open Space (with Proposed Roads & Proposed Trails)



Conceptual Zoning Approach



Proposed Land Use (with Proposed Open Space, Roads & Trails)

Residential Infill
Commercial / Entertainment
High Density Residential
Medium Density Residential
Parks / Open Space

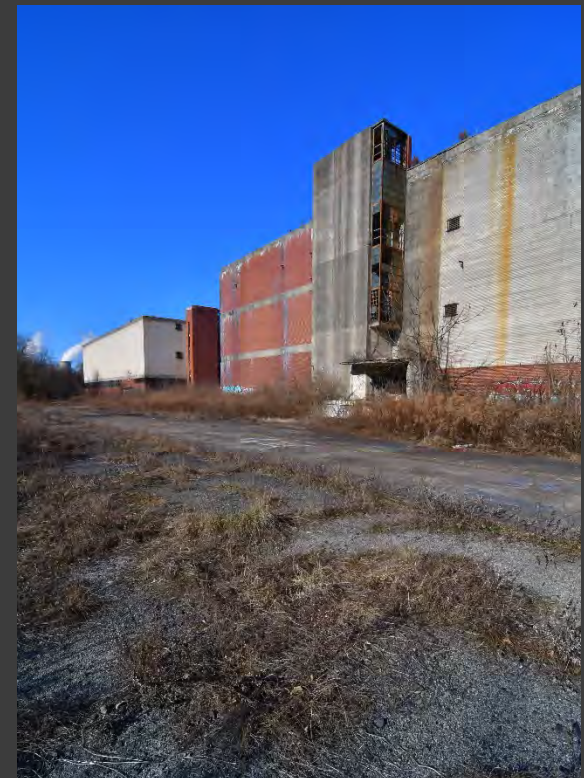


Conclusions To Date

- Dual redevelopment focus – Village & Publicker
- Village redevelopment will be infill
- Publicker costs require large-scale redevelopment
- This is a long-term redevelopment plan – 10 to 20 years – nothing will happen quickly

Start now with:

- Roadway plans
- Connectivity improvements
- Overlay or new zoning
- Plan for transitional uses
- Pop up events - Create interest in Linfield Village



Major Decision – Publicker

Option 1 – NO New Zoning / NO Redevelopment Plan

- Continue blighted site
- Negative affects to area – lower property values
- Continued – danger & hazard

Option 2 – Rezoning & Residential Redevelopment

- 1000 plus residential units
- New traffic – mitigate as possible with area road improvements
- Real Riverfront Park
- Village Commercial / Restaurants / Small Retail
- Event space
- Positive economic benefits for Township & Village
- Zone for mostly 1 & 2 bedrooms to avoid School District impacts

SC Team Next Steps

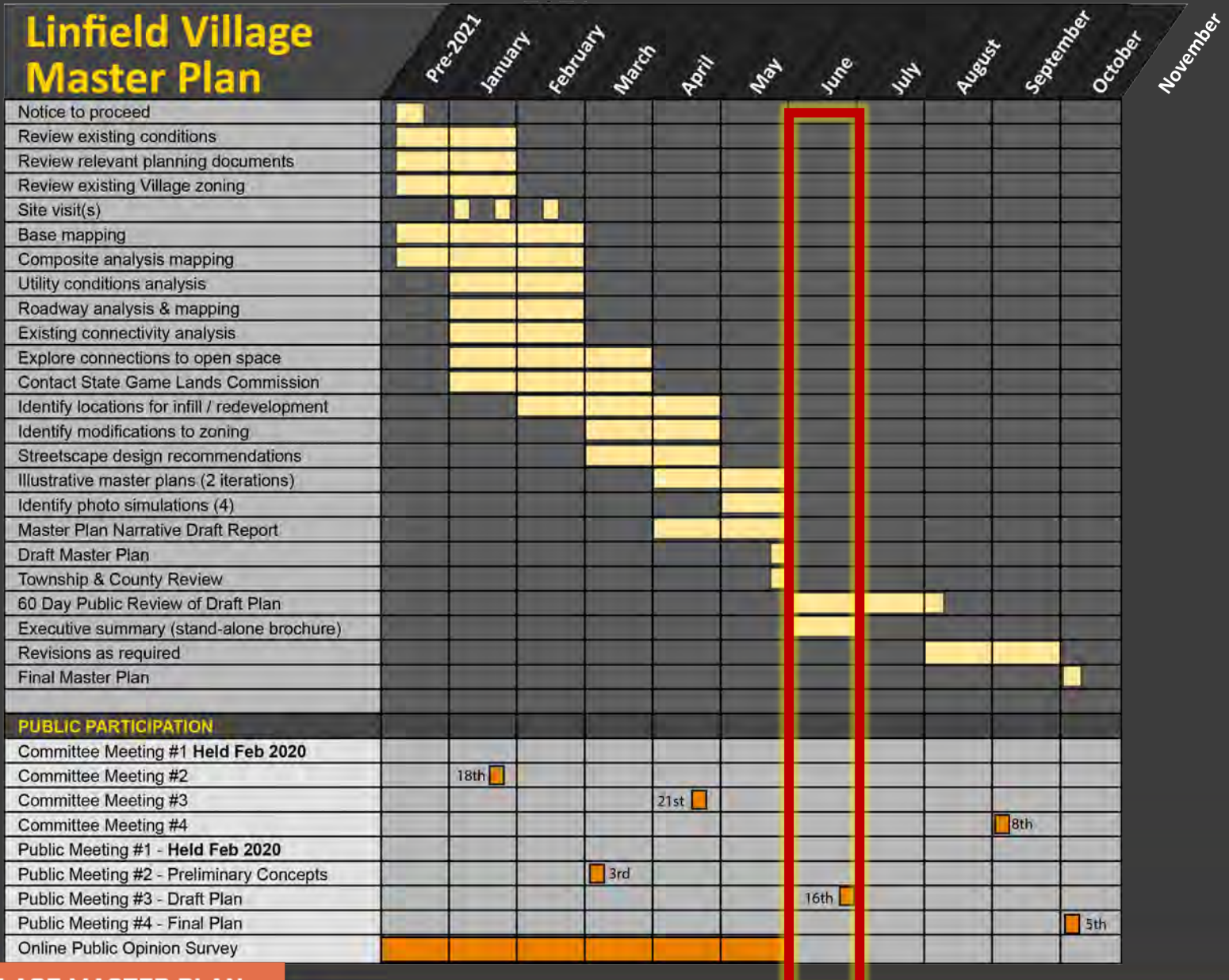
- Refine Preliminary Concepts
- Committee Mtg #3 – April 21
- **Pubic Mtg #3 – June 16 – DRAFT PLAN**
- 60 Day Draft Plan Review
- Committee Mtg. #4 - Sept 8
- **Public Mtg #4 – October 5**

Please Take Online Public Opinion Survey

www.surveymonkey.com/r/linfieldvillage

Next Public Meeting – June 16, 2021

Next Public Meeting – June 16, 2021



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Discussion



LINFIELD VILLAGE MASTER PLAN

Proposed Land Use (with Proposed Open Space, Roads & Trails)

Residential Infill
Commercial / Entertainment
High Density Residential
Medium Density Residential
Parks / Open Space



•END

